



Daniel Halden <daniel.halden@lacity.org>

Cherokee Parking Garage -- a reboot

23 messages

Kerry Morrison <Kerry@hollywoodbid.org>

Tue, Aug 9, 2016 at 4:41 PM

To: Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)" <Leron@hollywoodchamber.net>, Daniel Halden <Daniel.Halden@lacity.org>, Joseph Mariani <joe@hollywoodbid.org>, "chris.robertson@lacity.org" <chris.robertson@lacity.org>

Hi friends, pulling us together on one email to see if we can arrange for a meeting to discuss the Cherokee parking structure – during last week of August. Thanks to some interesting work done by an intern retained by Fran, we have some insights into a facility that is not only underutilized, but also in poor condition.

I'm calling this a "reboot" meeting, because we have tried to have these conversations before with DOT re/ the operations of their parking garages – and yet they are still operated less like a true business and more like an afterthought.

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This conversation is timely for two other reasons. (1) Leron mentioned that Seleta Reynolds is planning to meet with the Chamber board in September. (2) And, we have an initiative underway right now here in the "mid-BID" to rebrand this section "Old Hollywood" and one of the features could be the unveiling of a new and improved parking structure to serve this section of the district (which was the original purpose of the garage).

In any event, let's get together to discuss a way forward. Leron, it would be important to have Amir there because he understands the inner-workings of DOT.

Here are two options – let me know if either or both work:

Monday afternoon August 29 at 2p.m.

Tuesday morning Aug 30 at 9 a.m.

Happy to host here in the office. We could even walk over to the structure if necessary.

Kerry

KERRY MORRISON*Executive Director*

[Hollywood Property Owners Alliance]

6562 Hollywood Blvd | Los Angeles, CA 90028

323.463-6767 | kerry@hollywoodbid.org | onlyinhollywood.org**Chris Robertson** <chris.robertson@lacity.org>

Tue, Aug 9, 2016 at 6:11 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>Cc: Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)"<Leron@hollywoodchamber.net>, Daniel Halden <Daniel.Halden@lacity.org>, Joseph Mariani <joe@hollywoodbid.org>

Sounds like a great idea. I am in meetings all day on 8/29, but I can do 8/30 at 9 AM.

**Chris Robertson, AICP, LEED AP**

Planning Director

Office of Councilmember Mitch O'Farrell, 13th District

200 N. Spring Street, Room 480, Los Angeles, CA 90012

(213) 473-7013 w | (213) 265-6353 c | www.cd13.org

[Quoted text hidden]

Dan Halden <daniel.halden@lacity.org>

Wed, Aug 10, 2016 at 10:39 AM

To: Chris Robertson <chris.robertson@lacity.org>Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)" <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

I am also available on 8/30 at 9 AM.

**Dan Halden**

Hollywood Field Deputy

Office of Councilmember Mitch O'Farrell, 13th District

1722 Sunset Boulevard, Los Angeles, CA 90026

(213) 207-3015 | www.cd13.com

Find the Councilmember on:

[Quoted text hidden]

Kerry Morrison <Kerry@hollywoodbid.org>

Wed, Aug 10, 2016 at 2:39 PM

To: Dan Halden <daniel.halden@lacity.org>, Chris Robertson <chris.robertson@lacity.org>Cc: Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)"<Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Looks like Amir is only available on Aug 29 – and his insights are pretty important.

Can I check on availability of Aug 31 with everyone?

Kerry

From: Dan Halden [mailto:daniel.halden@lacity.org]

Sent: Wednesday, August 10, 2016 10:40 AM

To: Chris Robertson <chris.robertson@lacity.org>

Cc: Kerry Morrison <Kerry@hollywoodbid.org>; Frances Offenhauser <offenhauser@oma-la.com>; Leron Gubler <Leron@hollywoodchamber.net> <Leron@hollywoodchamber.net>; Joseph Mariani <joe@hollywoodbid.org>

Subject: Re: Cherokee Parking Garage -- a reboot

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[REDACTED]

Dan Halden

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Find the Councilmember on: [REDACTED]

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[REDACTED]

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[REDACTED]

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Dan Halden <daniel.halden@lacity.org>

Wed, Aug 10, 2016 at 3:32 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>

Cc: Chris Robertson <chris.robertson@lacity.org>, Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)" <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

8/31 is not a great day for me, although I could do Thursday 9/1 late morning.



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Kerry Morrison <Kerry@hollywoodbid.org>

Wed, Aug 10, 2016 at 4:16 PM

To: Dan Halden <daniel.halden@lacity.org>

Do you think Chris could do it...Amir is good on the 31st...

Otherwise, I will send out a doodle poll to try to nail down a day.

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From: Dan Halden [mailto:daniel.halden@lacity.org]

Sent: Wednesday, August 10, 2016 3:33 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>

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Subject: Re: Cherokee Parking Garage -- a reboot

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Dan Halden <daniel.halden@lacity.org>
 To: Kerry Morrison <Kerry@hollywoodbid.org>

Wed, Aug 10, 2016 at 4:22 PM

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Chris and I are both open late morning/mid-day on 9/1.



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Wed, Aug 10, 2016 at 4:43 PM

I can do 8/31 at 9 AM or 9/1 between 10-2:30.



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Kerry Morrison <Kerry@hollywoodbid.org>
 To: Dan Halden <daniel.halden@lacity.org>

Wed, Aug 10, 2016 at 5:46 PM

Since Amir is available on 8-31, could we do 8:30 a.m.?

From: Dan Halden [mailto:daniel.halden@lacity.org]
Sent: Wednesday, August 10, 2016 4:23 PM
To: Kerry Morrison <Kerry@hollywoodbid.org>
Subject: Re: Cherokee Parking Garage -- a reboot

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Joseph Mariani <joe@hollywoodbid.org>

Wed, Aug 10, 2016 at 5:47 PM

To: Chris Robertson <chris.robertson@lacity.org>, Dan Halden <daniel.halden@lacity.org>

Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Frances Offenhauser <offenhauser@oma-la.com>, "Leron Gubler (Leron@hollywoodchamber.net)" <Leron@hollywoodchamber.net>

I'm open both days. Thanks!

From: Chris Robertson [mailto:chris.robertson@lacity.org]

Sent: Wednesday, August 10, 2016 4:43 PM

To: Dan Halden <daniel.halden@lacity.org>

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Dan Halden <daniel.halden@lacity.org>

Wed, Aug 10, 2016 at 5:48 PM

To: Chris Robertson <chris.robertson@lacity.org>

Hey. How do you feel about 8:30 AM on 8/31 for this Cherokee garage meeting?

My thinking is, we have a 10 am AND an 11am at City Hall so I would prefer not to meet in Hollywood at 8:30 (where we will probably start late) and then have to jet all the way back downtown for a 10:00. My preference would be 9:00 AM downtown. Thoughts?



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Chris Robertson <chris.robertson@lacity.org>

Wed, Aug 10, 2016 at 5:58 PM

To: Dan Halden <daniel.halden@lacity.org>

That's fine.

Chris Robertson, AICP, LEED AP
Planning Director



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----- Forwarded message -----

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<image003.jpg>

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Find the Councilmember on: <image004.jpg> <image004.jpg> <image004.jpg> <image004.jpg>

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Dan Halden <daniel.halden@lacity.org>
To: Chris Robertson <chris.robertson@lacity.org>

Wed, Aug 10, 2016 at 5:59 PM

Which one? 8:30 in Hollywood or 9:00 downtown?

**Dan Halden**

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Chris Robertson <chris.robertson@lacity.org>
 To: Dan Halden <daniel.halden@lacity.org>

Wed, Aug 10, 2016 at 6:00 PM

9 AM downtown

**Chris Robertson, AICP, LEED AP**

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Dan Halden <daniel.halden@lacity.org>
 To: Kerry Morrison <Kerry@hollywoodbid.org>

Wed, Aug 10, 2016 at 6:02 PM

Spoke with Chris. We could do 9am downtown. Would that work?

**Dan Halden**

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Find the Councilmember on:

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Frances Offenhauser <offenhauser@oma-la.com>

Wed, Aug 10, 2016 at 7:52 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>, Dan Halden <daniel.halden@lacity.org>, Chris Robertson <chris.robertson@lacity.org>
 Cc: Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Fran will keep all those option open for now. I have a standing Wednesday am (31st) but can change if needed.

From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]

Sent: Wednesday, August 10, 2016 2:39 PM

To: Dan Halden; Chris Robertson

Cc: Frances Offenhauser; Leron Gubler (Leron@hollywoodchamber.net); Joseph Mariani

Subject: RE: Cherokee Parking Garage -- a reboot

9/30/2016

City of Los Angeles Mail - Cherokee Parking Garage -- a reboot

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Kerry Morrison <Kerry@hollywoodbid.org>
To: Dan Halden <daniel.halden@lacity.org>

Thu, Aug 11, 2016 at 10:27 AM

Would this be at city hall office?

From: Dan Halden [mailto:daniel.halden@lacity.org]
Sent: Wednesday, August 10, 2016 6:02 PM

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[Quoted text hidden]

Dan Halden <daniel.halden@lacity.org>
To: Kerry Morrison <Kerry@hollywoodbid.org>

Thu, Aug 11, 2016 at 10:34 AM

Yes, City Hall.



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Cc: Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Tue, Aug 30, 2016 at 2:02 PM

Hi Kerry:

Tomorrow (Wednesday 31st) at CD 13 downtown at 9:00 am, yes?

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Sent: Wednesday, August 10, 2016 2:39 PM
To: Dan Halden; Chris Robertson
Cc: Frances Offenhauser; Leron Gubler (Leron@hollywoodchamber.net); Joseph Mariani
Subject: RE: Cherokee Parking Garage -- a reboot

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Kerry Morrison <Kerry@hollywoodbid.org>

Tue, Aug 30, 2016 at 2:09 PM

To: Frances Offenhauser <offenhauser@oma-la.com>, Dan Halden <daniel.halden@lacity.org>, Chris Robertson <chris.robertson@lacity.org>

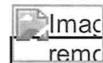
Cc: Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Yes, Dan or Chris, can you let us know where at City Hall we are meeting. And who can we call with car info?

Kerry

From: Frances Offenhauser [mailto:offenhauser@oma-la.com]**Sent:** Tuesday, August 30, 2016 2:02 PM**To:** Kerry Morrison <Kerry@hollywoodbid.org>; 'Dan Halden' <daniel.halden@lacity.org>; 'Chris Robertson' <chris.robertson@lacity.org>**Cc:** 'Leron Gubler' <Leron@hollywoodchamber.net>; Joseph Mariani <joe@hollywoodbid.org>**Subject:** RE: Cherokee Parking Garage -- a reboot**Importance:** High

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Chris Robertson <chris.robertson@lacity.org>

Tue, Aug 30, 2016 at 3:53 PM

To: Kerry Morrison <Kerry@hollywoodbid.org>

Cc: Frances Offenhauser <offenhauser@oma-la.com>, Dan Halden <daniel.halden@lacity.org>, Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>, David Cano <david.cano@lacity.org>

We are in Room 480 at CH. Ccing Dave Cano for parking.

**Chris Robertson, AICP, LEED AP**

Planning Director

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Cc: Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Hi all: Looking forward to seeing you tomorrow.

My intern John Bell put this powerpoint together for you to highlight issues with this garage.

- A 3 year option remains on the garage operator's contract. But the contract is up for "review" in Jan 2017. It seems a good moment to ask CD 13 for a copy of the contract which outlines the operators obligations, and to drill down if they aren't living up to the contract.
- There are quite few action items which could improve the garage usage and change its awfulness which can be achieved by us-- as opposed to or in spite of the operator.

As Kerry has said, Hollywood's garage's are pivotal to its branding. This garage is pivotal to the patronage of mid-boulevard businesses, and the preservation of historic buildings.

Long term "real change" should be possible.

From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]

Sent: Tuesday, August 30, 2016 2:10 PM

To: Frances Offenhauser; 'Dan Halden'; 'Chris Robertson'

Cc: 'Leron Gubler'; Joseph Mariani

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Power Point v.3.3.pdf
9571K

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Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Dan Halden <daniel.halden@lacity.org>, Leron Gubler <Leron@hollywoodchamber.net>, Joseph Mariani <joe@hollywoodbid.org>

Hi Fran,

Thank you very much for putting this together and I apologize that I had to step in and out of the meeting. We had 5901 Sunset at Council this morning along with the secondary dwelling unit ordinance.

Hopeful we can improve this one!



Chris Robertson, AICP, LEED AP

Planning Director

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